

SPECIAL OFFER

Beginning Saturday, Dec. 17
we will sell

**Two pounds of Nut Ola
for 27 cents per pound**
and give one 10 cent loaf of bread with
each two pounds purchased.

C. L. SHORT

BOTH STORES

325 Gratiot and Corner of Pine and E. End St.

Telephone No. 17

Corner State and Superior

ELLISON'S GROCERY

C.O.D. and Cash Orders Solicited. Free Delivery Service

Famo Pancake Flour, sack	30c	Palm Olive Soap 3 bars for	25c
Salmon, Pink per can	13c	4 large rolls Toilet Paper for	25c
Peanuts, fresh roasted, per lb	15c	Sure Pop quality Pop Corn, per lb	10c
Shredded Wheat Biscuit, pkg.	12c	Peaberry Coffee per pound	27c
Cluster Raisins, on the stem, per lb	35c	Teapot Tea, best for the price, per lb	50c
Larabee's Best Flour, quality goods, per sack	\$1.15	Halston's Breakfast Food per package, 20c and	25c
Shell Macaroni fancy, per lb	12½c	Prunes, Santa Clara, new goods per lb 15c and	20c

Jones Dairy Farm Sausage and Bacon. Navel oranges, red,
ripe and all sizes, Holly, per lb. 25c, Holly Wreaths each 20c,
Grape Fruit, fancy ripe, special each 6c.

The Most Generally Observed of All Festivals

CHRISTMAS is of all the festivals the most generally observed in the western world. It is the universal holiday of Christendom, and the general phases of its observance are in their essentials similar in all countries. It is a sort of common ground on which we all meet for, at least, one day in the year.

In its religious aspect the festival is a remembrance of the Christian faith—the gift of God to the world of a divine Savior. Out of that central and dominant idea, no doubt, grew up the practice of selecting Christmas, above all other seasons, as the time for friends to bestow gifts upon one another, and, for all who can, to extend charity to those in need.

Although not so old as the religious feature, the domestic and social features of the festival date back to very early times, at any rate, to times that are early in our history.

For centuries Christmas has been pre-eminently a season of home-gathering, when absent ones return and the family circle is once more completed, or as nearly completed as the changes and chances of life make possible. With home-coming was associated good cheer, and so Christmas came to be a season of feasting and merrymaking.

In England during the Middle ages, and for many generations after the Middle ages had closed, the Christmas season, which included at least a whole week, and liturgically 40 days, was given over to merrymaking of various kinds, some of which have gone the way of many of the customs of our forefathers. For instance, there was the bringing of the Yule-log to be lighted on the fireplace on Christmas eve with much ceremony and rejoicing. We have no Yule-log for there are but few fireplaces now. The name of the log recalls another name for Christmas, which was anciently called and is still known as Yule-tide or Yule-time.

ELY DISTRICT

Floyd Hammond and family who are living on the J. L. Miller place expect to move soon.

Mary Hanford was the guest of Millie Husted Thursday of last week. Lloyd Brown has been on the sick list for a few days.

Joe Nemick and family have moved away. They lived on S. Messinger's place.

Mr. and Mrs. Alfred Nestle visited at Bert Bailey's in Alma Sunday. Miss Freda Behler, teacher at the Ely, stayed over Sunday at N. B. Udelle's.

Mr. and Mrs. Warren Simmons have moved on Abe Eckert's place. Mr. Eckert and family are in Alma at present.

There will be a Christmas tree at the school house Christmas eve.

Chas. Andrews has been enjoying a visit with his brother from Lansing for a few days.

Mr. and Mrs. Warren Simmons visited at his sons, Nelson Simmons, northwest of Alma.

NORTHWEST SEVILLE

Mr. and Mrs. E. L. Loomis called on friends in Mt. Pleasant Sunday.

Alvah Deekin transacted business in Mt. Pleasant Saturday.

John Iman is on the sick list. He went to Alma Tuesday and was examined by the specialist.

Mr. and Mrs. Meuser, also Mr. and Mrs. Lee Loomis were in Alma Tuesday.

E. L. Loomis and wife and also G. Nonemacher attended the party at the home of Ray Loomis Saturday evening.

V. Dickinson called on J. Dexter Sunday evening.

Mrs. Harriet Miller, who lives near Riverdale, visited the past week with her daughter, Mrs. G. Nonemacher.

Mr. and Mrs. E. L. Loomis also Mrs. J. Iman were in Alma Thursday on business.

THE SECRET PROCESS AS AN ADVERTISING POSSIBILITY

No Reason For Keeping Information a Mystery—By L. J. Archer of Giles-Archer Tire Service.

Years ago advertisers had queer conceptions of the advertising value of a secret process. They let it be known that a secret process was used—and then carefully guarded the secret. Advertisers of that same period told of using materials gathered once in seven years, under the full moon of March, in the jungles of Nigeria—or in some such place, under some such circumstances.

The modern consumer is frankly a skeptic when it comes to mysterious processes. He has travelled mentally too far to have illusions regarding the color of distant pastures—which, applied to articles of commerce, are manufacturing details the seller conceals. He realizes there are peculiar reasons why the process used in making bank notes should be guarded, but he does not see the necessity for such secrecy, with patent offices on the job, in the case of advertised products. He shares the common, yet extraordinary, curiosity of the age in things mechanical.

If you would make advertising capital today of your superior processes, you must tell all about them. Then the interested, even though entirely non-technical consumer, will read the advertising message—and get it.

Erastus Bendavis may sell costly

legal counsel, Bill Jones some skill in running an office, Jim Sperry coal when he can get it; but all, back when they were kids, took the 98-cent alarm clock to pieces or wanted to. Start telling these men in a clear direct way how their auto tires are made, or what their breakfast drink is made of, or what it is about that superhuman automatic fire alarm—d'you know, really, it's simple—and Ras and Jim and Bill are brothers in ravenous hunger for details. We in the United States and Alma are democratic even in our attitude toward knowledge.

Automobile tires are a lively conversational topic nowadays. We have heard a heap about "mileage" and "guarantees" and other things relating to the quality of the product as determined in the user's experience, but much less concerning processes of manufacture. Every tire user is interested in how tires are made. Why not tell him in advertisements?

The Double Fabric Tire Company of Auburn, Indiana, manufacturers of the Auburn Certified Tire, have adopted this policy of advertising, by placing on each tire a certified statement of ingredients, telling the correct composition of their product and their secrecy is scattered broadcast to tire users. They explain their secret as nature's own by the following simple way—

"MORE RUBBER means MORE MILES."

"More rubber in the Auburn Certified Tread combined with expensive oxide of zinc, the best known tread toughener known produces a live, resilient tread which wears in average service only 1-32 inch per 1,000 miles and continually protects the carcass against stone bruises.

FRICITION. More rubber down in and between each strand of fabric or cord makes fabric separation practically unknown.

CARCASS. Has 15% to 25% more fabric, giving fully 50% greater resistance to blow-outs. Cord tires are multiply, full-hawser-strand construction. All plies in fabric or cord are full standard weight.

TUBE. The purest rubber tube made. Extra tough, because the more expensive wild or Brazilian rubber is used."

Then they say—
"This is to certify that Auburn Certified Tires and Tubes contain a maximum of pure rubber—the one material containing basic qualities necessary for long life in tires which cannot be successfully imitated."

Therefore why can we not all advertise our product in this "Nature's Own Way" and place before the public the truth and all the correct data so that they may also learn and become better educated and better citizens of our Good Old U. S. A.

1922 Christmas Savings Club

Opens Thursday
Dec. 15, 1921

How would you like to have us send you a check for \$25.00, \$50.00, \$100.00 or \$250.00 about this time next year. No Xmas worries. It will be easy for you if you

ENTER ONE OF THESE CLASSES

50c weekly builds a fund of \$ 25.00 and Int.
\$1.00 weekly builds a fund of \$ 50.00 and Int.
\$2.00 weekly builds a fund of \$100.00 and Int.
\$5.00 weekly builds a fund of \$250.00 and Int.

JOIN NOW AND HAVE MONEY FOR CHRISTMAS

Alma State Savings Bank

The Heaviest Auto Trucks



are repaired by us with perfect satisfaction to owner and user, as well as the lightest pleasure cars. You must keep your truck in shape for daily use, and you should utilize our expert services for this purpose. It will pay you to retain us to examine and overhaul your trucks and commercial cars every little while. Cheaper to maintain than to buy new trucks.

RICHARD LODEWYK

MOVED TO FORD GARAGE

Corner Park and W. Superior

Phone 295

Stop and Look at Our Windows

Just Received

Car of Bananas, car of Seedless Oranges, car of Seedless Grapefruit, big shipment of Apples, Grapes and all kinds of Vegetables.

Candy and Nuts

for the Christmas Cheer

A full line of Cigars in small boxes for Christmas Gifts.

The finest Calendars in town will be given to our customers on December 24th with the Christmas purchases.

FORTINO BROS.

Wholesale and Retail Fruit Merchants

ALMA, MICH.

Branches at Ithaca and Mt. Pleasant

Let us all help make this a Happy Christmas

Your Christmas Store is the store in which you place your confidence the whole year through.

Where you would prefer to do your own buying, THERE would you prefer to buy HIS gift. Here is a helpful list of suggestions of things for men, and young men during this *Trade Extension Sale*, and making selections now, leisurely and carefully will be much to your advantage.



CHRISTMAS SHOPPING HINTS

Jewelry of All Kinds
Young Men's Suits
Pants, Big Variety
Hats and Caps
Mackinaws
Underwear
Shoes

Shirts of All Kinds
Night Gowns
Pajamas
Handkerchiefs
Collars
Trunks and
Suitcases

Men's Suits
Suspenders
Sweaters
Mufflers
Ties
Belts
Hose

Men's Worsted Union Suits in very fine finish, regular \$2.45 value, sale price **\$1.69**

Boys' lined Blue Serge Knee Pants regular \$2.25 value, sale price **\$1.59**

Boys' Heavy Weight Kersey Pants, reg. \$2.75 value, Trade Extension Sale **\$1.98**

Buy your Xmas Suit here, as I am making a big reduction during this big extension sale.

I have an enormous line of Men's and Boys' Slip-Over and Button Sweaters, plain or combination colors, which make a very good appropriate Xmas gift. You will find them during this Extension Sale at a very low price.

Men's Carpet Slippers Trade Extension Sale **48c**

Men's heavy weight Kersey Pants, regular \$3.75, Extension Sale **\$2.69**

Square Deal Clothier & Furnisher

LOUIS ROCKSTEIN, Prop.

Look for the Square Deal Sign